






Personal Services Industry Profile in WDB 1 - Northwest Minnesota

There were **17 personal care services establishments** providing **60 jobs** in the 7 counties of Northwest Minnesota through the 3rd quarter of 2019, according to data from DEED's Quarterly Census of Employment & Wages program. In addition to covered employment, there is a significant amount of self-employment in personal care services, accounting for **215 firms** and more than \$4.5 million in total sales receipts, an average of \$21,177 sales per firm (see Table 1).

Table 1. WDB 1 - Northwest		Qtr. 1 – Qtr. 3 2019 Data				Self-Employed		
NAICS Code	NAICS Industry Title	Number of Firms, Q1-Q3	Number of Jobs, Q1-Q3	Total Payroll, Q1-Q3	Avg. Annual Wage, Q1-Q3	Number of Firms, 2017	Total Receipts, (\$1000s)	Avg. Sales, 2017
0	Total, All Industries	2,734	36,330	\$395,559,320	\$43,524	6,045	\$245,565	\$40,623
8121	Personal Care Services	17	60	\$856,504	\$18,928	215	\$4,553	\$21,177

DEED Quarterly Census of Employment & Wages, U.S. Census Nonemployer Statistics

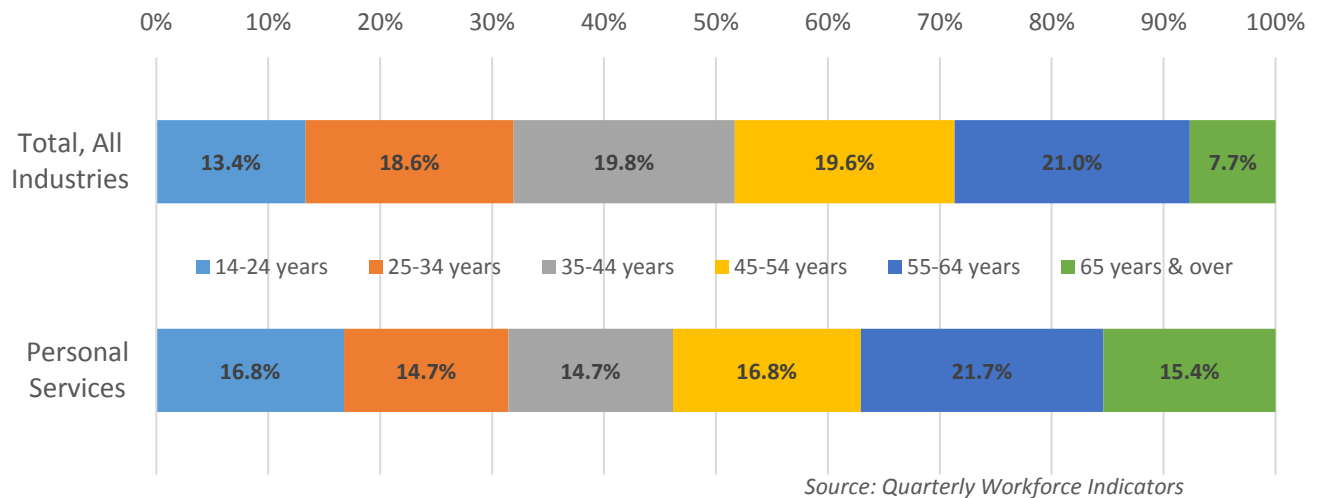
As the largest population and regional employment centers, Pennington and Polk County have the largest number of jobs in personal care services. Polk, Roseau, and Pennington County also have the largest amount of self employment in personal services (see Table 2).

Table 2. WDB 6 - Northwest Industry Employment Statistics by County, Qtr. 1 - Qtr. 3 2019	 Total, All Industries		  Personal Care Services Covered Employment			  Personal Care Services Self-Employment		
	Number of Firms	Number of Jobs	Number of Firms	Number of Jobs	Avg. Wages	Number of Firms	Receipts (\$1000s)	Avg. Sales
Kittson Co.	185	1,498	N/A	N/A	N/A	10	\$139	\$13,900
Marshall Co.	322	2,207	N/A	N/A	N/A	29	\$510	\$17,586
Norman Co.	241	1,569	3	14	\$29,501	16	\$315	\$19,688
Pennington Co.	410	10,198	10	55	\$23,937	31	\$530	\$17,097
Polk Co.	993	12,028	9	37	\$22,256	88	\$2,308	\$26,227
Red Lake Co.	123	1,027	N/A	N/A	N/A	7	\$146	\$20,857
Roseau Co.	343	5,110	5	17	\$19,413	34	\$605	\$17,794
Source: DEED Quarterly Census of Employment & Wages, U.S. Census Nonemployer Statistics								

For more information, contact Erik White, DEED's Northwest Regional Analyst at 218-333-8253 or email at erik.white@state.mn.us.

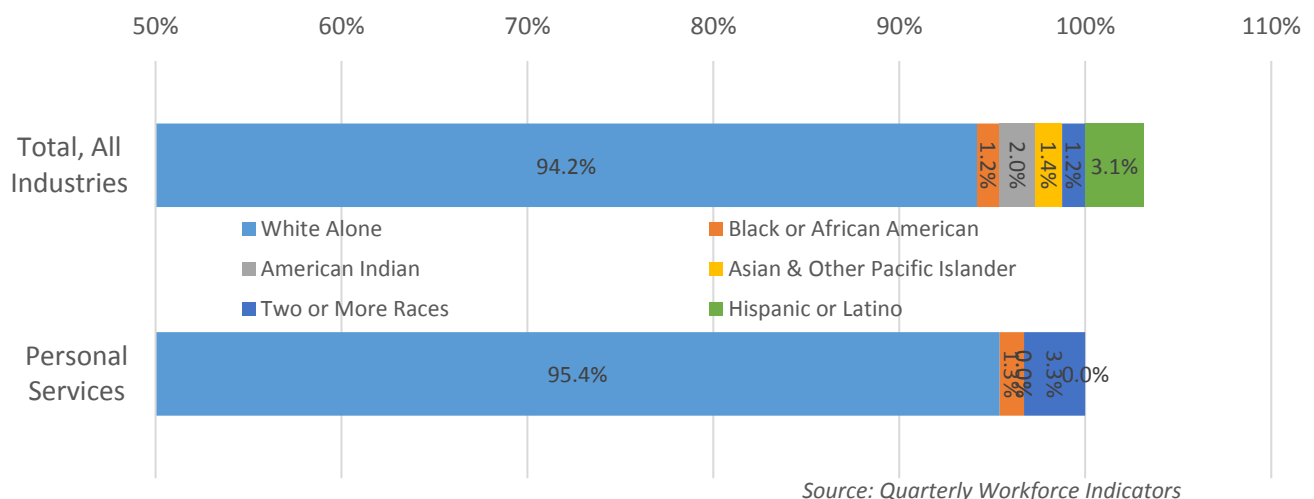
Workers in the personal services industry are slightly older than in all other industries combined. In the second quarter of 2019, over half (53.9%) of the personal service workforce in Northwest Minnesota was 45 years or older, including over one-third (37.1%) that were 55 years and over. This means that there was a notably smaller percentage of people in their prime working years, from 25 to 44 years (see Figure 1).

Figure 1. WDB 1 - Northwest Minnesota Workforce by Age Group, Q2 2019



Personal service workers in Northwest Minnesota were less diverse than the total of all industries combined. In the most recent quarter where data was available, data showed that less than 10 workers in the personal services industry were of another race (see Figure 2 – please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race).

Figure 2. WDB 1 - Northwest Minnesota Workforce by Race or Origin, Q2 2019



For more information, contact Erik White, DEED's Northwest Regional Analyst at 218-333-8253 or email at erik.white@state.mn.us.